HOLY CROSS OF DAVAO COLLEGE ALUMNI ASSOCIATION
Main Campus: Holy Cross of Davao College – External Relations Office
Address: Sta. Ana Avenue 8000 Davao City
Tel. No. (082) 221 – 9071 to 79 loc 165
Email:alumniassociationhcdc@gmail.com

LOGO DESIGN CONTEST

OBJECTIVES:

1. To design a NEW logo for HCDCAAI
2. To upgrade and evolve with the times
3. To be used as the official logo for various purposes such as visual collateral, official communication, and other online/print materials.

MECHANICS:

1. The contest is open to all HCDC Alumni and Students.
2. All entries must be submitted in poster size (Size: 12"x18")
3. The following attachments are required:
   a) A printed copy of his/her logo entry must fit in poster size (12" x 18").
   b) There should be a brief description of the logo's relevance and significance to current time.
   c) The description should not exceed 1000 words, Arial, 12 pts, 2.0 spacing and justified
4. It should be in accordance with the official colors of the HCDC (RED, WHITE and BLUE)
5. The artist will be held responsible to any issues that may arise with regard to originality and genuineness of the design.
6. Each contestant must submit only ONE entry.
7. Deadline of SUBMISSION OF ENTRIES will be on <u>AUGUST 31, 2018</u> ;
8. ALL OFFICIAL ENTRIES will become the property of HCDCAAI.
9. Committee members are excluded from joining the contest.
10. A committee member will be assigned to collate all submitted entries for registration. Upon registration, the participant will receive his/her entry number.
11. Participants are required to submit a soft copy of the original open file (editable) that the participant used in creating his/her logo to HCDCAAAI's official e-mail address:alumniassociationhcdc@gmail.com
12. Failure to submit the soft copy and hard copy of any entry will result to disqualification.
13. Regardless of the number of entries, only <u>five (5) entries</u> will qualify for the final judging based on the scores. In case there are less than five (5) entries, all will then be qualified for the final judging.
14. There will be ONE WINNER, and it will be announced on September 14, 2018 during the School Fiesta and Founding Anniversary.
15. The winner will receive a "Plaque of Recognition" and a CASH Prize.
16. A board of judges will be invited to select the winner. The decision of the panel of judges will be final and irrefutable.
17. The winner will be announced and awarded with a cash prize of <u>PESOS: FIVE THOUSAND ONLY (PHP 5,000.00).</u>
18. The result will be published in the official Facebook Group Account HCDCAAI, its Annual Gazette and HCDC Website.
19. The winning entry shall become the property of the HCDCAAI and shall be used subsequently as its official logo in all its online and print collaterals.
20. The HCDCAAI reserves the right to modify the winning logo.

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CRITERIA FOR JUDGING:

The logo shall be judged based on the following criteria:

Criteria	Percentage	Description
Concept/Relevance	60%	The entry aligns with the motto of HCDC: **"Ex Fide Ad Veritatem."** Motto in English: FROM FAITH TO TRUTH.
Originality	10%	The output should come from the maker's own imagination. It should exhibit original design and creativity.
Aesthetic Appeal	30%	The output should catch anyone's attention. It should display visual balance and color coordination. It should have aesthetic interesting design.

Prepared by:

DR. MARIETA M. MANILA

Board Member